Competitive environment and market internationalisation offers to transport new opportunities, where transport enterprises have possibility to apply entrepreneurially idea, strengthen to actual competitiveness and obtain to advantageous position on market. The paper deals with assess of actual possibilities of development transport market, as place of orientation all entrepreneurially activities, with application of new trend in transport management and development of transport.

INTRODUCTION

Market introduces the place where is encounters demand and supply and by (with) reciprocal impact arises to change between purchaser and seller that solved basic economy questions – what, how and for who to produce.

In transport the market introduces place where is encounters demand and supply to transport services – it is the transport market where the subject of sale is service ensures transposition (transport) material character or persons.

TRANSPORT MARKET

In present period can to note that the important of transport market constantly increase, mainly from reason of permanent demand of overlay distance and increase capacity of change products between market subjects

Customers in transport market indicate interest in offered service (transport process result) – transport, possibility of transposition.

Enterprise in transport domain intrudes elements of infrastructure that change of region using, influences to transport behaviour to given region and influences regional development. However it is evidently influences by state intervention.

State intervention and regulation methods in individual countries are changed in dependence of changed situation in economy and transport domain. Character of regulation tools has form:
- motivational support of demand and support,
- restrictively reduction of demand and support (intervention to price policy).

Relationship between customer and carrier is regulated in form of administrative tools – regulation, norms of vehicle and device technical situation, transport rules, carrier obligation and ecology restriction.
State regulation between individual transport types is implication of economic profitability evaluation of competition preference to representation of carriers in individual transport type.

Competition at transport market towards transport enterprise introduces in different forms:
- between individual carriers in transport forms (railway, road, air, pipeline, maritime),
- in process of customer obtain,
- between individual carriers in the same transport types road, air and international transport.

Supply at transport market is created by transport enterprise performances (carrier) that arise as combination of available part (transport organization) and real part (transport) and are proposed to transport realization of persons, products in place and time.

At demand side is customer that be interested about spatial and time transposition – about transport service.

Carrier focus on movement organization, economic activity results forecasting and customer requirement quantification because it is necessary probes of transport vehicle need.

Transport requirements of population present significant factor of life style and the function of public transport is to provide such transport connection so as arise requirement will be satisfied in the utmost degree. At the same time that the transportation due to the nature of the region carried out the most efficiently.

To quantitative indicators identification of customer’s requirement can be to use follow indicators:
- transport capacity (in passengers) ~ quantitative by sell ticket,
- transport performance (in passengerkilometres) ~ introduces product of transport capacity and distance that was the ticket issued,
- transport distance ~ distance that was transport subject transported,
- vehicle using (payload).

Figure 1. View on transport market
Table 1. Quantification of transport services in mass passenger transport (MPT) in Slovakia

<table>
<thead>
<tr>
<th>Year</th>
<th>Transport capacity (thousands of passengers)</th>
<th>Transport performance (millions of passengerkilometres)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>566 445</td>
<td>8 253</td>
</tr>
<tr>
<td>2002</td>
<td>536 613</td>
<td>8 236</td>
</tr>
<tr>
<td>2003</td>
<td>493 706</td>
<td>7 757</td>
</tr>
<tr>
<td>2004</td>
<td>461 772</td>
<td>7 882</td>
</tr>
<tr>
<td>2005</td>
<td>449 456</td>
<td>7 525</td>
</tr>
<tr>
<td>2006</td>
<td>403 270</td>
<td>7 665</td>
</tr>
<tr>
<td>2007</td>
<td>384 637</td>
<td>7 596</td>
</tr>
<tr>
<td>2008</td>
<td>365 519</td>
<td>6 446</td>
</tr>
</tbody>
</table>

Source: The Statistical Office of the SR

Transport performance trend (figure 2) in following monitoring period 2001 to 2008 from long time perspective decrease every year. Number of transport persons in enterprise which specialize in road transport during monitoring period decrease; however transport performance in monitoring period has also moderately increasing tendency (year 2004, 2006). In year 2008 transport performance reached value to level 78.1 % of transport performance realized in year 2001, however by considerable transport performance decrease in year 2008.

![Value of MPT indicator](image)

**Figure 2. Trends of indicators Mass Passenger Transport in Slovakia**

Development possibilities of transport market:
- periodic monitoring of customer requirement to fundamentals appropriate indicators and flexibility from transport enterprise focus on reaction of changed environment and customers requirement,
- using of the latest knowledge of science and research in field of application news technologies – intelligent transport systems that allow to improve providing conditions of services to customers in form:
  - increase safety – identify accidents, speeding reduction,
  - reduction of transport congestion,
  - effectively increase of transport subject (products),
  - elimination of transport adverse effect to ecology.
CONCLUSION

Competitive ability of transport enterprise provided service increase with interest in provide services that ensure of realize basic customers objects that are oriented to safety, quality, reliability and also economic acceptability. From this reason it is important that the carrier will be concentrated to constantly monitoring of customers requirements indicators, transport performances that are concurrently expended in place and between resource and object locations.

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